



USDA National Retail Report - Shell Egg and Egg Products

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 03/27 thru 04/02.

(prices in dollars per carton)

Fri. Mar 27, 2015

SHELL EGG NATIONAL SUMMARY

Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		31.0% of 29,100 stores				22.4% of 29,100 stores				21.8% of 22,900 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA	173.19		4121.45		34.99		120.99		502.50		2301.49	
	White 18 pack			3712.54		423.49		8692.19				6302.64	
	Brown 12 pack												
	USDA GRADE A			2,0851.29		1471.66		1521.16		101.98		6101.59	
	White 18 pack			2,2402.40				112.33		5702.78			
	Brown 12 pack							1641.87		802.65			
SPECIALTY	USDA ORGANIC			1064.33				1,3343.87				2204.57	
	White 12 pack												
	Brown 12 pack												
	OMEGA-3	1,7072.54		1,1902.61		6112.54		1,2862.29		1502.38		1,6402.47	
	White 12 pack			1112.96				1973.86		2703.77			
	Brown 12 pack												
	CAGE-FREE			1,7792.55				432.42		401.99		4602.95	
	White 12 pack			1,7952.51				1,7373.44		6603.00			
Brown 12 pack													
VEGETARIAN FED	52.99		3002.95				142.19				5402.11		
White 12 pack													
Brown 12 pack			1482.30				812.92				1003.96		

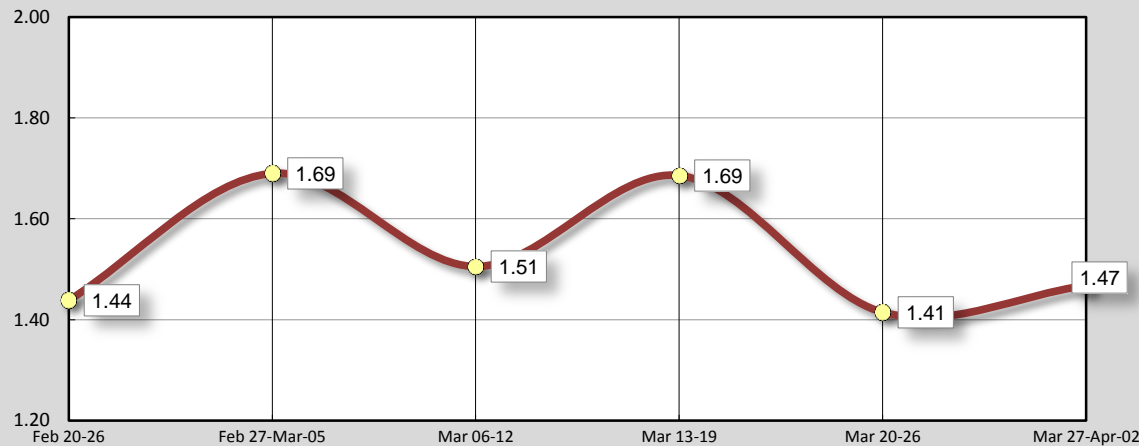
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	5,125	1,400	2,180	Large Eggs on Sep-02-2014
Specialty	7,141	5,303	4,080	
Total (includes MD)	12,585	6,726	6,500	569.4
Special Rate 4/:	3.3%	0.1%	0.2%	down 4.2%

5/ 1,000's of 30-doz cases

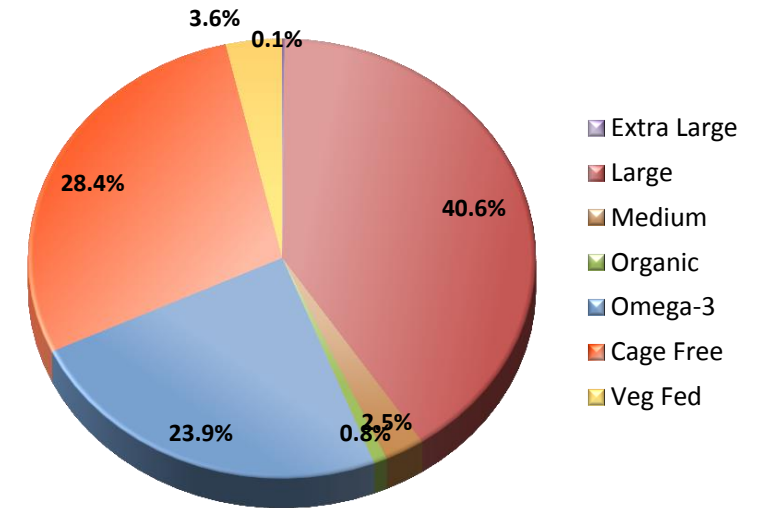
SHELL EGG and EGG PRODUCTS FEATURING

With Easter only a week away, promotional activity for regular shell eggs is sharply higher, led by a substantial increase in USDA Grade A eggs. The weighted average price of Large White eggs, Grade A or better, is only slightly higher. Consumers looking for bargains will get some help this week as supermarkets are using "no price" incentives more liberally than a week ago. Ads for Medium sized eggs are still enjoying good space in circulars while ads for Extra Large eggs drop from view. Advertisements for specialty shell eggs increase and commands more space in circulars than regular shell eggs. All types are higher with the exception of USDA Organic. Liquid egg promotional activity increase with 32 ounce cartons most commonly featured.

Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen



This Week's Shell Egg Featuring by Category



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

Data from the previous year is unavailable due to the Federal Government Furlough in 2013.

		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
Feature Rate ^{1/} Activity Index ^{2/}		33.7% of 5,500 sampled outlets Activity Index = 2,424 (includes Medium)						28.2% of 7,400 sampled outlets Activity Index = 2,935 (includes Medium)						34.4% of 6,100 sampled outlets Activity Index = 3,403 (includes Medium)						
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	
USDA GRADE AA	White 12 pack	2.29	8	2.29							1.60 45 1.60						1.99 1 1.99			
	White 18 pack																			
	Brown 12 pack																			
MEDIUM		White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				0.99 - 2.50 61 1.54						1.25 - 2.00 600 1.43						0.98 - 1.79 980 1.21			
	White 18 pack				2.29 - 2.50 591 2.47						2.50 288 2.50						1.90 - 2.50 688 2.25			
	Brown 12 pack																			
MEDIUM		White 12 pack			1.78 5 1.78			White 12 pack			1.33 - 1.66 50 1.44			White 12 pack			0.99 - 1.66 17 1.27			
		White 30 pack			3.67 16 3.67			White 30 pack			3.67 214 3.67			White 30 pack						
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack																			
	Brown 12 pack		2.99 - 4.49 106 4.33																	
	OMEGA-3		2.50 - 2.99 395 2.68			2.49 - 2.99 765 2.66			2.50 - 2.99 800 2.50			2.48 4 2.48			2.50 - 2.66 188 2.65			1.89 - 2.99 244 2.54		
	White 12 pack					2.50 6 2.50														
	Brown 12 pack																			
	CAGE-FREE																	2.49 - 2.50 632 2.50		
	White 12 pack																			
Brown 12 pack								2.50 467 2.50						2.49 - 2.50 653 2.50						
VEGETARIAN FED		2.99 5 2.99			2.49 - 2.99 280 2.95															
White 12 pack					1.99 - 2.99 148 2.30															
Brown 12 pack																				
		SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)						SOUTHWEST U.S. (AZ,CA,NV,UT)						NORTHWEST U.S. (ID,MT,OR,WA,WY)						
Feature Rate ^{1/} Activity Index ^{2/}		25.9% of 4,900 sampled outlets Activity Index = 1,838 (includes Medium)						33.5% of 3,800 sampled outlets Activity Index = 1,509 (includes Medium)						34.3% of 1,300 sampled outlets Activity Index = 433 (includes Medium)						
USDA GRADE AA	White 12 pack				1.99 58 1.99			3.99 9 3.99			0.99 - 1.66 301 1.36						1.79 66 1.79			
	White 18 pack										1.99 - 3.99 180 3.10						2.00 121 2.00			
	Brown 12 pack										1.69 5 1.69						White 12 pack			
MEDIUM		White 12 pack						White 12 pack			1.69 5 1.69			White 12 pack						
USDA GRADE A	White 12 pack				0.99 - 1.65 405 1.20						1.65 39 1.65						2.50 60 2.50			
	White 18 pack				1.99 - 2.50 407 2.29						2.50 174 2.50									
	Brown 12 pack																			
MEDIUM		White 12 pack						White 12 pack			2.50 - 3.00 12 2.75			White 12 pack						
		White 30 pack						White 30 pack						White 30 pack						
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack																			
	Brown 12 pack		1.98 - 2.50 124 2.22			2.48 - 2.50 177 2.49			2.49 200 2.49			2.99 105 2.99								
	OMEGA-3																			
	White 12 pack																			
	Brown 12 pack		2.50 - 2.79 343 2.52			2.50 211 2.50			2.50 211 2.50			2.50 83 2.50								
	CAGE-FREE																			
	White 12 pack																			
Brown 12 pack																				
VEGETARIAN FED																	2.99 20 2.99			
White 12 pack																				
Brown 12 pack																				

		ALASKA (AK)						HAWAII (HI)					
Feature Rate ^{1/} Activity Index ^{2/}		0.0% of 100 sampled outlets Activity Index = 39 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 4 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				2.50 11 2.50								
	White 18 pack												
	Brown 12 pack												
	MEDIUM	White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				3.98 28 3.98						2.50 4 2.50		
	White 18 pack												
	Brown 12 pack												
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack					
S P E C I A L T Y	USDA ORGANIC												
	White 12 pack Brown 12 pack												
	OMEGA-3												
	White 12 pack Brown 12 pack												
	CAGE-FREE												
	White 12 pack Brown 12 pack												
	VEGETARIAN FED												
	White 12 pack Brown 12 pack												



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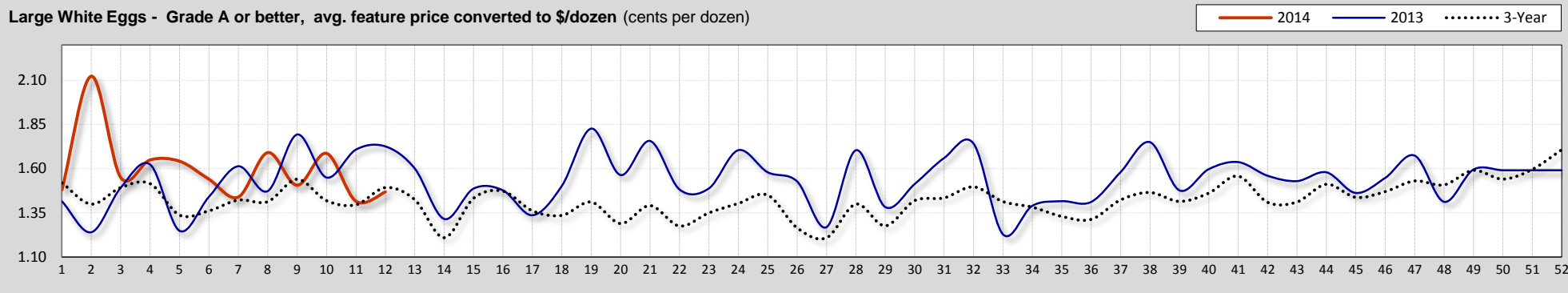
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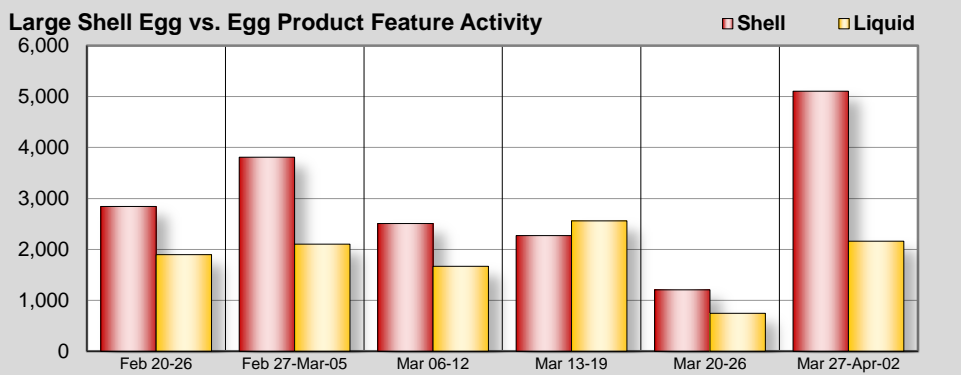
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	7.1%	2.6%	5.6%	13.3% of 5,500 sampled	14.7% of 7,400 sampled	2.8% of 6,100 sampled	1.5% of 4,900 sampled	0.0% of 3,800 sampled	0.9% of 1,300 sampled
2/ Activity Index	2,163	747	1,670	Activity Index = 812	Activity Index = 1,085	Activity Index = 168	Activity Index = 74	Activity Index = 0	Activity Index = 12
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}
14-16 oz. crtn	794 2.54	657 2.72	1,180 2.38	1.99 - 3.00 526 2.52	2.90 2 2.90	2.50 - 2.59 168 2.56	2.59 74 2.59		2.59 - 2.99 12 2.79
32 oz. crtn	1,365 4.19	90 4.87	370 4.50	3.69 - 5.99 282 4.94	3.99 1,083 3.99				
3 - 4 oz. cup	4 2.00		120 2.67	2.00 4 2.00					
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				41.9% of 100 sampled	3.5% of 100 sampled				
2/ Activity Index				Activity Index = 0	Activity Index = 12				
				Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}				
14-16 oz. crtn					2.59 - 2.99 12 2.79				
32 oz. crtn									
3 - 4 oz. cup									
2 - 8 oz. cup									

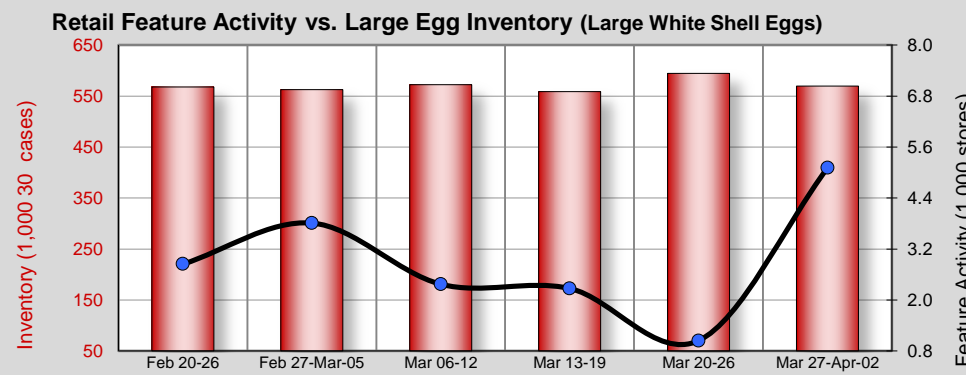
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



Large Shell Egg vs. Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.

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